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### **DETAILED ACTION**

1. Application's amendment filed 6/22/09 is entered. Claims 21, 28, 29 are amended and claims 42, 44-45 are canceled. Claims 21, 22, 24, 26-29, 31, 33, 35-37, 39-41, 46-47 are pending.
2. Drawings filed 4/1/2003 are accepted and approved.

### **EXAMINER'S AMENDMENT**

3. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with attorney Mr. Anthony F Bonner on 9/10/2009.

The application has been amended as follows:

1.-20. (Canceled)

21. (Currently Amended) ~~A-system~~ An advertisement content server for communicating information about a previously viewed advertisement, comprising:

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a processor;

a memory coupled to the processor and storing a plurality of logics

executable by the processor wherein the plurality of logics

comprising:

logic in ~~an~~ the advertisement content server configured to receive advertisement information associated with a plurality of advertisers;

logic in the advertisement content server configured to store the information as records within defined fields;

logic in the advertisement content server configured to provide at least ~~one~~ two or more registration options for the user to register, the at least ~~one~~ two or more registration options including at least ~~one~~ two or more fields for receiving information regarding the user, the information regarding the user including an address of the user and at least one of the following: ~~an address of the user~~, a radio station to which the user listens, and a television station that the user watches;

logic in the advertisement content server configured to provide, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the first criteria being about the previously viewed

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advertisement, the previously viewed advertisement being broadcast by a broadcast media outlet, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;

logic in the advertisement content server configured to receive a search request for the previously viewed advertisement from the user, the search request including at least one first term associated with the first criteria and at least one second term associated with the second criteria;

logic in the advertisement content server configured to receive the information regarding the user;

logic in the advertisement content server configured to perform a search function according to the at least one search term to determine a plurality of potential advertisements;

logic in the advertisement content server configured to limit the potential advertisements based on the received information regarding the user to determine a source of the advertisement;

logic in the advertisement content server configured to transmit to the user at least a portion of information resulting from the search function; and

logic in the advertisement content server configured to maintain a log for each record retrieval event for each record, wherein the data associated with the log is made available to the broadcast media outlet that broadcast the advertisement to determine popularity of the broadcast media outlet.

22. (Currently Amended) The ~~system of~~ claim 21, wherein the ~~system~~ advertisement content server is configured to perform at least one of the following:

provide at least one advertiser access to the information via the Internet; and

provide at least one advertiser with access to the information via a remote database client.

23. (Canceled)

24. (Currently Amended) The ~~system of~~ claim 21, wherein at least one field includes at least one of the following:

broadcaster identification information; and advertiser identification information.

25. (Canceled)

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26. (Currently Amended) The ~~system~~ advertisement content server of claim 21, wherein the ~~system~~ advertisement content server is configured to charge a fee for accessing the information.

27. (Currently Amended) The ~~system of~~ claim 21, wherein the advertisement information includes unpublished advertisements available through the advertisement content server.

28. (Currently Amended) A method for communicating information about previously viewed advertisement, comprising:

receiving, by a computing device, advertisement information associated with a plurality of advertisers;

storing, by a the computing device, the information as records within defined fields;

providing at least ~~one~~ two or more registration options, by the computing device, for the user to register, the at least ~~one~~ two or more registration options including at least ~~one~~ two or more fields for receiving information regarding the user, the information regarding the user including an address of the user and at least one of the following: ~~an address of the user~~, a radio station to which the user listens, and a television station that the user watches;

providing, by a the computing device, to a user, a search window that includes a plurality of search fields, the plurality of search fields

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configured to receive user-defined search criteria, the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the first criteria being about the previously viewed advertisement, the previously viewed advertisement being broadcast by a broadcast media outlet, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;

receiving, by a the computing device, a search request from the user, the search request for the previously viewed advertisement including at least one first term associated with the first criteria and at least one second term associated with the second criteria;

receiving the information regarding the user by the computing device;

performing a search function, by a the computing device, according to the at least one search term ~~to determine~~ and determining a plurality of potential advertisements;

limiting the potential advertisements based on the received information regarding the user by the computing device ~~to determine~~ and determining a source of the advertisement;

transmitting, by the computing device, at least a portion of information resulting from the search function to the user; and

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maintaining a log for each record retrieval event for each record by the computing device, wherein the data associated with the log is made available to the broadcast media outlet that broadcast the advertisement to determine popularity of the broadcast media outlet.

29. (Currently Amended) The method of claim 28, further comprising providing by the computing device at least one of the following:

at least one advertiser access to the information via the Internet;

and

at least one advertiser access to the information via a remote database client.

30. (Canceled)

31. (Previously Presented) The method of claim 28, wherein at least one field includes at least one of the following:

broadcaster identification information; and

advertiser information.

32. (Canceled)

33. (Currently Amended) The method of claim 28, further comprising:

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charging, at a the computing device, the at least one advertiser a fee for accessing the information; and

receiving, at a the computing device, unpublished advertisements available through the advertisement content server.

34. (Canceled)

35. (Currently Amended) A computer readable medium storing a plurality of executable logics executed by a computing device for communicating information about previously viewed advertisement, comprising:

logic ~~at a~~ executable by the computing device configured to instruct a programmable device to receive advertisement information associated with a plurality of advertisers;

logic executable by the computing device configured to instruct a the programmable device to store the information as records within defined fields;

logic executable by the computing device configured to instruct a the programmable device to provide at least ~~one~~ two or more registration options for the user to register, the at least ~~one~~ two or more registration options including at least ~~one~~ two or more fields for receiving information regarding the user, the information regarding the user including an address of the user and at least one of the following: ~~an address of the~~



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~~user~~, a radio station to which the user listens, and a television station that the user watches;

logic executable by the computing device configured to instruct a the programmable device to provide, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the first criteria being about the previously viewed advertisement, the previously viewed advertisement being broadcast by a broadcast media outlet, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;

logic executable by the computing device configured to instruct a the programmable device to receive a search request for the previously viewed advertisement, the search request including at least one first term associated with the first criteria and at least one second term associated with the second criteria;

logic executable by the computing device configured to instruct a the programmable device to receive the information regarding the user;

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logic executable by the computing device configured to instruct a the programmable device to perform a search function according to the received terms to determine a plurality of potential advertisements;

logic executable by the computing device configured to instruct a the programmable device to limit the potential advertisements based on the received information regarding the user to determine a source of the advertisement;

logic executable by the computing device configured to instruct a the programmable device to transmit to the user at least a portion of information resulting from the search function; and

logic executable by the computing device configured to maintain a log for each record retrieval event for each record, wherein the data associated with the log is made available to the broadcast media outlet that broadcast the advertisement to determine popularity of the broadcast media outlet.

36. (Currently Amended) The computer readable medium of claim 35, further comprising logic executable by the computing device configured to instruct a the programmable device to provide at least one advertiser access to the information via at least one of the following: the Internet and a remote database client.

37. (Currently Amended) The computer readable medium of claim 35,

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wherein at

least ~~one~~ two or more fields includes at least one of the following:

broadcaster identification information; and advertiser identification information.

38. (Canceled)

39. (Currently Amended) The computer readable medium of claim 35, further comprising logic executable by the computing device configured to instruct a the programmable device to charge a fee for accessing the information.

40. (Previously Presented) The computer readable medium of claim 35, wherein the advertisement information includes unpublished advertisements available through the advertisement content server.

41. (Currently Amended) The ~~system of~~ claim 21, wherein the criteria associated with the user includes an address of the user.

42- 45. (Canceled)

46. (Currently Amended) The ~~system of~~ claim 21, further comprising, logic

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configured to provide to the advertiser, information to identify at least one preferable time slot, media outlet, and market saturation.

47. (Currently Amended) The ~~system of~~ claim 21, wherein at least a portion of the data associated with the log is provided to the advertiser as a market saturation indicator.

4. The following is an examiner's statement of reasons for allowance: Claims 21, 22, 24, 26-29, 31, 33, 35-37, 39-41, 46-47 are allowed of which claims 21, 28 and 35 are independent and the rest are dependent claims.

With regards to claim 21, the prior art of record, alone or combined, does neither anticipate nor render obvious a server executing, inter alia, as a whole, the steps of receiving advertisement information associated with a plurality of advertisers, storing the information as records within defined fields, providing at least two or more registration options for the user to register, the registration options including at least two or more fields for receiving information regarding the user, the information regarding the user including an address of the user and at least one of a radio station to which the user listens, and a television station that the user watches; providing to a user, a search window including a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the first search field configured to facilitate a search of a

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predetermined first criteria about the previously viewed advertisement, the previously viewed advertisement being broadcast by a broadcast media outlet, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second criteria, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field; logic in the advertisement content server configured to receive a search request for the previously viewed advertisement from the user, the search request including at least one first term associated with the first criteria and at least one second term associated with the second criteria; the server further receiving the information regarding the user and configured to perform a search function according to the search term to determine a plurality of potential advertisements and limiting the potential advertisements based on the received information regarding the user to determine a source of the advertisement; transmitting to the user at least a portion of information resulting from the search function and maintaining a log for each record retrieval event for each record, wherein the data associated with the log is made available to the broadcast media outlet that broadcast the advertisement to determine popularity of the broadcast media outlet.

Since the language and limitations of the other two independent claims 28 and 35 are similar, they are allowed for the same reasons set forth for claim 21 above. All dependent claims are also allowed for the same reasons set forth for claim 21 above.

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5. Discussion of best cited prior art: The applicant's arguments filed 6/22/09, see pages 1-11, are persuasive and compelling that the cited prior art including U.S. Publication Number 2002/0046118 ("Minte"), U.S. Patent Number 6,697,786 ("Speicher") and U.S. Publication Number 2007/0124165 ("Eckel"), alone or combined does neither anticipate nor render obvious the limitations recited in independent claims 21, 28 and 35 as a whole.

6. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C. Garg whose telephone number is 571-272-6756. The examiner can normally be reached on Increased Flex/Hoteling.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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